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COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

HARTSVILLE, S.C.



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COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



HARTSVILLE, S.C.

September 1947

TO OUR CUSTOMERS:

not rec'd in USMA Library

Our 1947 Fall Grain Catalogs were sent out to our mailing list during early June, and a number of our customers have written us that the catalog we sent them was misplaced before they were ready to place their grain order.

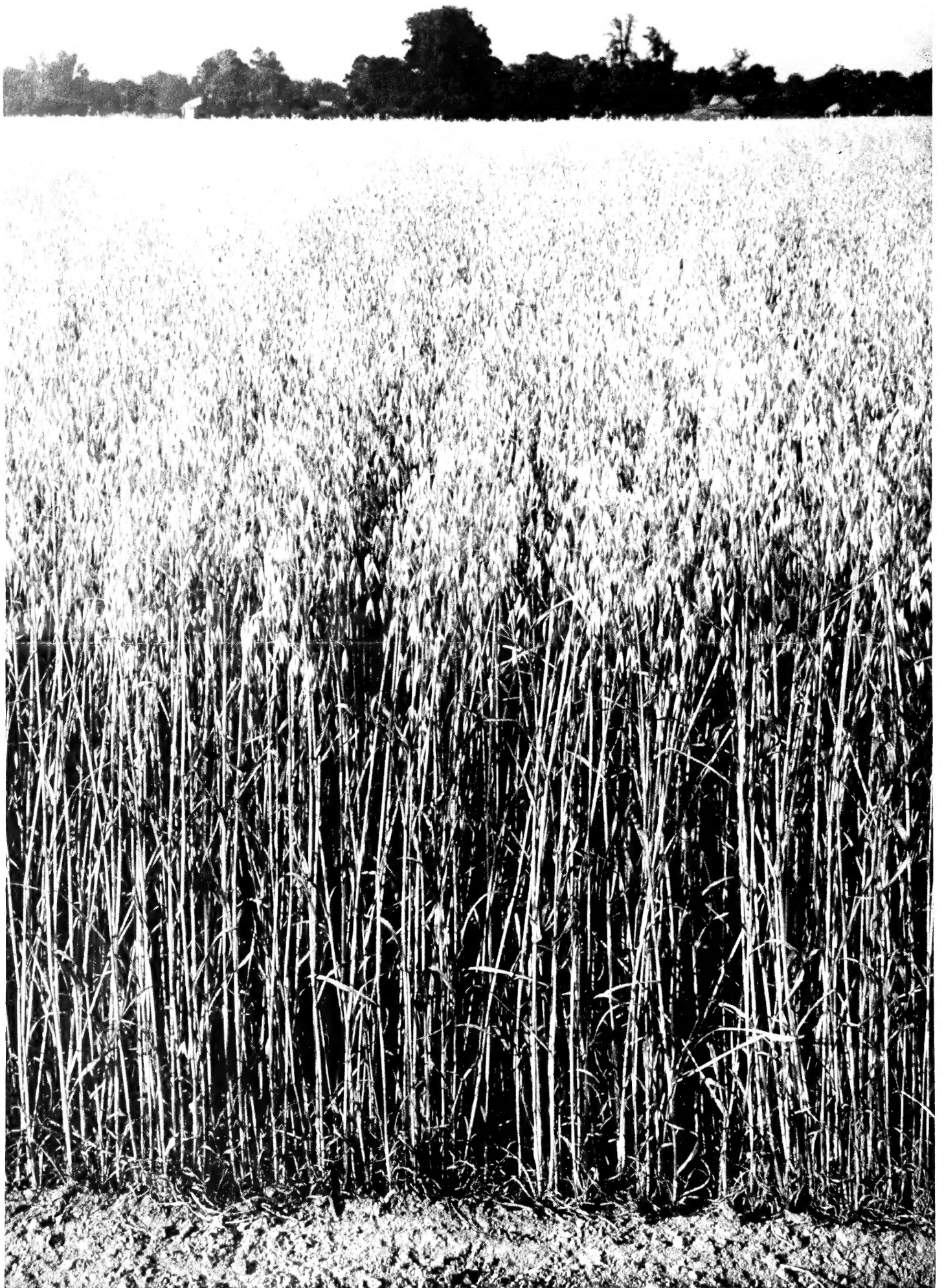
In case you need some seed for fall planting and have not already placed your order, we thought you would be glad to know that we still have some of our 1947 Breeder Foundation Stock Victor-grain and Fulgrain oats available. Descriptions of these two outstanding oats are given in the enclosed folder reprinted from our grain catalog. We did not include information on our other oat and wheat varieties since these are sold out.

As a result of the prospect of a short corn crop and the heavy demand for feed grains, the price of oats is near the highest on record. However, in spite of increased costs all along the line, the price of our pedigreed seed oats remains the same as in the past, and oat growers can now plant the best pedigreed seed available at relatively the lowest cost in history with an excellent prospect of satisfactory prices for their crop.

Place your order for 1947 Breeder Foundation Stock Victorgrain or Fulgrain oats through your nearest Distributor of Coker Seed, or if this is inconvenient, order direct from us using the enclosed Postage Paid order card.

Yours very truly,

COKER'S PEDIGREED SEED COMPANY



Increased field of our 1947 Breeder Foundation Stock Victorgrain Oats—an excellent combine oat—productive—resistant to cold, rust, and smut.

Coker's Pedigreed

RUST RESISTANT

FULGRAIN OATS

1947 BREEDER FOUNDATION STOCK

Our 1947 strain of Fulgrain oats combines early maturity with stiff, storm resistant straw and a high degree of resistance to leaf or crown rust. The heads are long and well balanced, and the grains are plump, heavy and of high feeding value.

We do not claim any remarkable improvement in this oat over strains previously offered. The desirable features of this variety have been fully maintained through selection and testing with some improvement in yield. It is one of the best tillering oats we know of, is uniform in type, and has so far shown resistance to all smuts yet discovered.

DESCRIPTION

Plant: Semi-erect with dark green pointed blades; profuse tillering; cold resistant, rust resistant, smut resistant.

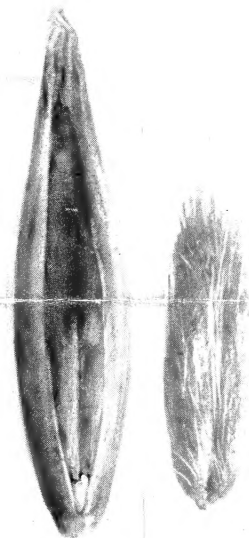
Season: 10 to 12 days earlier than Appler and Red Rust Proof, 2 to 3 days later than Fulghum.

Heads: Long, well balanced, heavily fruited.

Straw: Very stiff, very storm resistant; ideal for combining.

Grains: Beautiful, plump, low per cent hull, heavy, high feeding value. Few with awns or beard.

Production: Better production record than parent strain.



Fulgrain oats average a low percent hull, are heavy and of high feeding value.

PRICES

1 to 4 bags	\$20.00 per bag
4 to 12 bags	\$19.00 per bag
12 bags or over	\$18.00 per bag

(4 bushels oats per bag)

These oats treated with new improved
(5%) Ceresan.

NOTE: Although our 1947 strain of Fulgrain has been highly resistant to all known races of smut, we are nevertheless treating these seed with Ceresan because of the possibility that there are other races of smut not yet discovered to which this oat may be susceptible, and because of the advantages of Ceresan treatment in better, healthier stands and increased yields.

SUGGESTIONS ON GROWING CERTIFIED OATS

1. Plant your oats or wheat on land you know to be free of noxious weeds, foreign seed or volunteer grain.

2. Never plant on land which was planted to grain the previous year. Intensive cultivation of row crops such as beans or peas planted on stubble will not prevent seed from germinating and showing up as volunteer plants if the land is seeded to grain the following season. Also, low lands planted to row crops are usually infested with noxious weeds and should not be planted in oats for certification.

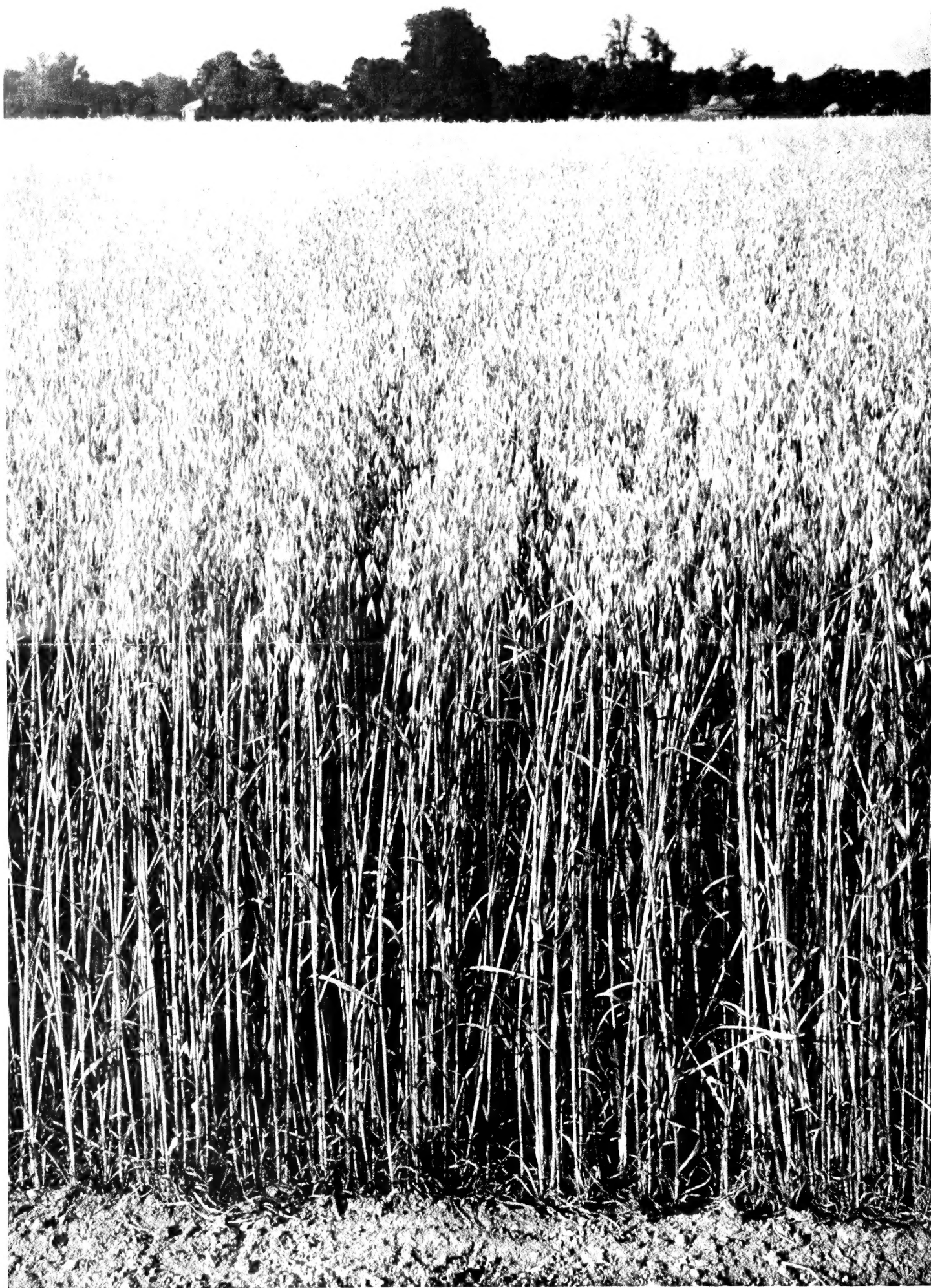
3. Never scatter rough stable manure or compost on fields you expect to plant to any of the small grains. Seed will go through work stock or grazing animals and come up as volunteers in such fields.

4. Be sure every seed is removed from the grain drill before going into the field to plant. A handful of seed left in a grain drill will spoil the appearance of an entire plot of grain.

5. In all sections where small grains are grown, seed will be scattered by birds or other means to the adjoining fields in that vicinity, and volunteer plants will result. Volunteer plants are those which are not planted by the grain drill and appear at random BETWEEN THE GRAIN ROWS. If the plants are not exactly in the grain row you are safe in assuming they are volunteer plants.

6. Hard seed in vetch often germinate the second year and furnish a troublesome source of mixture. Small grain growers must recognize this fact and plan their cropping system so as to avoid this as far as possible.

7. Regardless of the quality of your planting seed or the condition of your land, it is almost certain that some weeds and a few hybrid or off-type plants will appear. It is highly important that you check your fields of grain carefully, and remove these before harvest. This operation is usually simple and inexpensive, and often represents the difference between saving seed that can or cannot be certified.



Increased field of our 1947 Breeder Foundation Stock Victorgrain Oats—an excellent combine oat—productive—resistant to cold, rust, and smut.

Coker's Pedigreed VICTORGRAIN OATS

1947 BREEDER FOUNDATION STOCK

The considerable cold resistance of Victorgrain combined with its high degree of resistance to leaf rust and its medium early maturity, makes it possible to grow this variety successfully under a wide range of conditions, and over sizeable territory. Reports on its satisfactory performance have been received from growers from southern Virginia to north Florida and from southern Missouri to Texas. The heads are long and well balanced; the grains are attractive and bright, resisting weather stain. The plump, well-filled grains are high in feeding value with a low percentage of hull.

BREEDING HISTORY

In 1933, Victoria, a South American variety, which is a highly rust and smut resistant oat (but having no cold resistance and a heavy awn on the first grain), was crossed on our early, highly productive Fulgrain oat. The object was to breed an oat that combined the high rust and smut resistance of Victoria with the cold resistance, earliness, production and desirable grain characters of Fulgrain. After eight years of breeding, selecting and testing and the handling of thousands of head selections and head-to-rows, a striking new oat was evolved combining the best features of each parent without their undesirable characters. This oat we named Victorgrain.



Victorgrain oat shown with and without hull. Enlarged to show plump, well filled berry.

CHARACTERISTICS OF 1947 STRAIN

Our 1947 strain of Victorgrain oats is very similar in type and appearance to strains offered in recent years. The desirable characters of this variety have been maintained through the annual selection and increase of the best from thousands of head-to-rows of this variety. It is remarkably pure and uniform, and we still consider it the best all round oat we have offered.

DESCRIPTION

Plant: Semi-procumbent—profuse tillering. Cold resistant. Is of medium height, grows about 75% as tall as Red Rust Proof or Applr.

Smut Resistance: Resistant to all known races of smut.

Rust Resistance: Highly resistant to leaf or crown rust.

Season: Week earlier than Red Rust Proof.

Heads: Long and well balanced.

Straw: Very stiff, storm resistant. Ideal for combining.

Grains: Attractive, bright, resisting weather stain, plump, well filled berry, low per cent hull, high feeding value.

Production: The best of any southern variety which we have bred or tested.

Uniformity: Excellent.

PRICES

1 to 4 bags	\$20.00 per bag
4 to 12 bags	\$19.00 per bag
12 bags or over	\$18.00 per bag
(4 bushels oats per bag)	

These oats treated with new improved (5%) Ceresan.

NOTE: Although our 1947 strain of Victorgrain has shown high resistance to all known races of smut, we are, nevertheless, treating these seed because of the possibility that there are other races of smut not yet discovered to which the oat may be susceptible, and because of the advantages of Ceresan treatment in better, healthier stands and increased yields.

VARIETY TEST RESULTS

In the 1946 Spring Seeded Test at Denton Sub-Station, Denton, Texas, Victorgrain produced the highest yield of any of the nine varieties tested, producing 63.2 bu. per acre. Quoting from the Agricultural Experiment Station report issued at College Station, Texas: . . . The new rust resistant varieties Fultex and Victorgrain are suited to both fall and spring seeding. . .

In a four-year average, 1944-1947, of the oat variety tests conducted at State College, Miss., Victorgrain came first. Seven leading oat varieties were included in tests.

Coker's Victorgrain Oats led the 1947 Edisto Experiment Station, Blackville, S. C., Oat variety test with a yield of 108 bushels per acre. Fulgrain came third with a 96.2 bu. Thirteen oat varieties were tested.

For Description of Coker's Pedigreed Fulgrain Oats, see page 5.



Coker's Pedigreed Fulgrain Oats. Disease resistant, early, stools profusely, dependable yielder of high quality grain.

Coker's Pedigreed

RUST RESISTANT

FULGRAIN OATS

1947 BREEDER FOUNDATION STOCK

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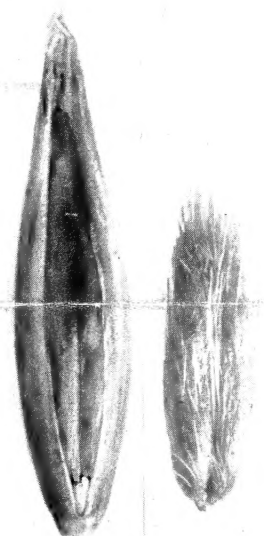
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STATEMENT ON VICTORIA BLIGHT — A NEW OAT DISEASE

It has come to our attention that in some areas of the Lower Southern Oat Belt a new and virulent race of root rot known as Victoria Blight (*Helminthosporium Victoriae*) has caused damage to the oat crop. Fortunately, this disease has appeared in very limited areas, principally along the extreme lower edge of the Southern Oat Belt, and usually the greatest damage having been noticed where oats were planted on the same soil year after year.

Last season was ideal for the spread of all root rot diseases. The mild fall and winter weather resulted in a rapid, sappy growth of the oat plants, and the low temperatures late in the season, the cold, wet Spring, and the lack of sufficient Nitrogen fertilizer resulted in weakened plants which were more susceptible to disease. Such an unusual season and the damage from disease which came partly as a result, may not occur again soon.

We do not wish to minimize the possible seriousness of this disease. If varieties of oats of Victoria origin are planted on land known to have been infested the preceding season, it is possible that severe losses may result; especially is this true if seed is not treated with 5% Ceresan.

While none of our varieties of oats—Victorgrain, Fulgrain or Stanton which are all Victoria derivatives, are resistant to the Victoria Blight, practically all varieties now available are susceptible to one or more races of the root rot disease. This being the case, we are offering the following suggestions on growing oats which we hope will be helpful:

1. Plant only the best pedigreed or certified seed of established and well adapted varieties.
2. Plant only seed treated with new improved 5% Ceresan (all of our 1947 Breeder Foundation Stock seed oats have been so treated, and were grown on clean land free of Victoria Blight).
3. Plant on clean land that has not been in oats for one or two years, and preferably behind cotton.
4. Plant 2 to 3 weeks later than the usual planting time.

We quote the following from an article written by Dr. H. R. Rosen, Department of Plant Pathology of Arkansas College of Agriculture:

"Since Traveler, DeSoto, and other Victoria derivatives have continued to yield well, and since there is at present no other variety available that combines their good qualities with *Helminthosporium* Blight resistance, these must still be recommended . . ."

Our first oat breeding and improvement work was started with the old Red Rustproof types. These were later replaced by Fulghum which, in turn, was replaced by the Nortons; the Nortons were later supplanted by such cold and smut resistant types as Coker 32-1 and Fulgrain. The rust resistance was added to the smut and cold types, and we finally arrived with the excellent and general purpose Victorgrains and rust resistant Fulgrains.

Coker's Victorgrain and Fulgrain oats are two of the most popular and widely planted varieties in the Southeast. They have yielded well in Southern Experiment Station variety tests and have produced satisfactory yields for grain growers over a large part of the Southern Oat Belt. Both Victorgrain and Fulgrain are early in maturity, resistant to leaf rust and smut, with a quality grain and are widely recognized as desirable "combine" varieties.

We are very glad to announce that of the ninety-eight strains we had this year in first year increase, thirty-three were reported by Dr. Murphy of Ames, Iowa, and Dr. Shands of Wisconsin as being highly resistant to Victoria Blight. We will have enough seed from some of these resistant strains this year to increase for market. We are planning to offer at least one of these next year to our customers who have infested land, for use until we have developed resistance to this disease in our established varieties.

The purpose of this statement is not to cause you any unnecessary worry over Victoria Blight, but to give some suggestions on growing oats for those areas where the disease is present or likely to occur; and also to let you know that we have new strains coming on that have resistance.

COKER'S PEDIGREED SEED COMPANY
Hartsville, South Carolina

